

Fig. 1

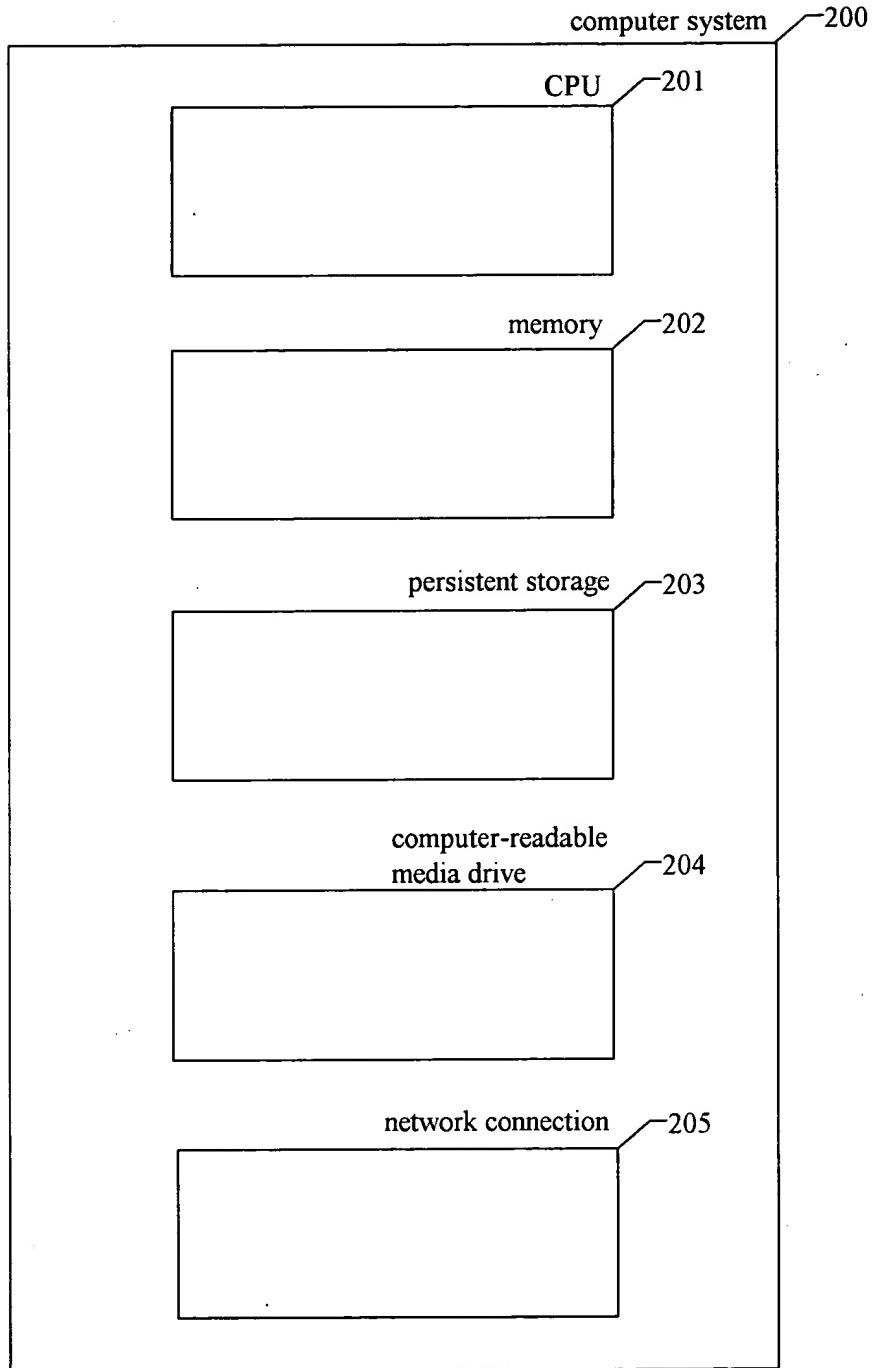


Fig. 2

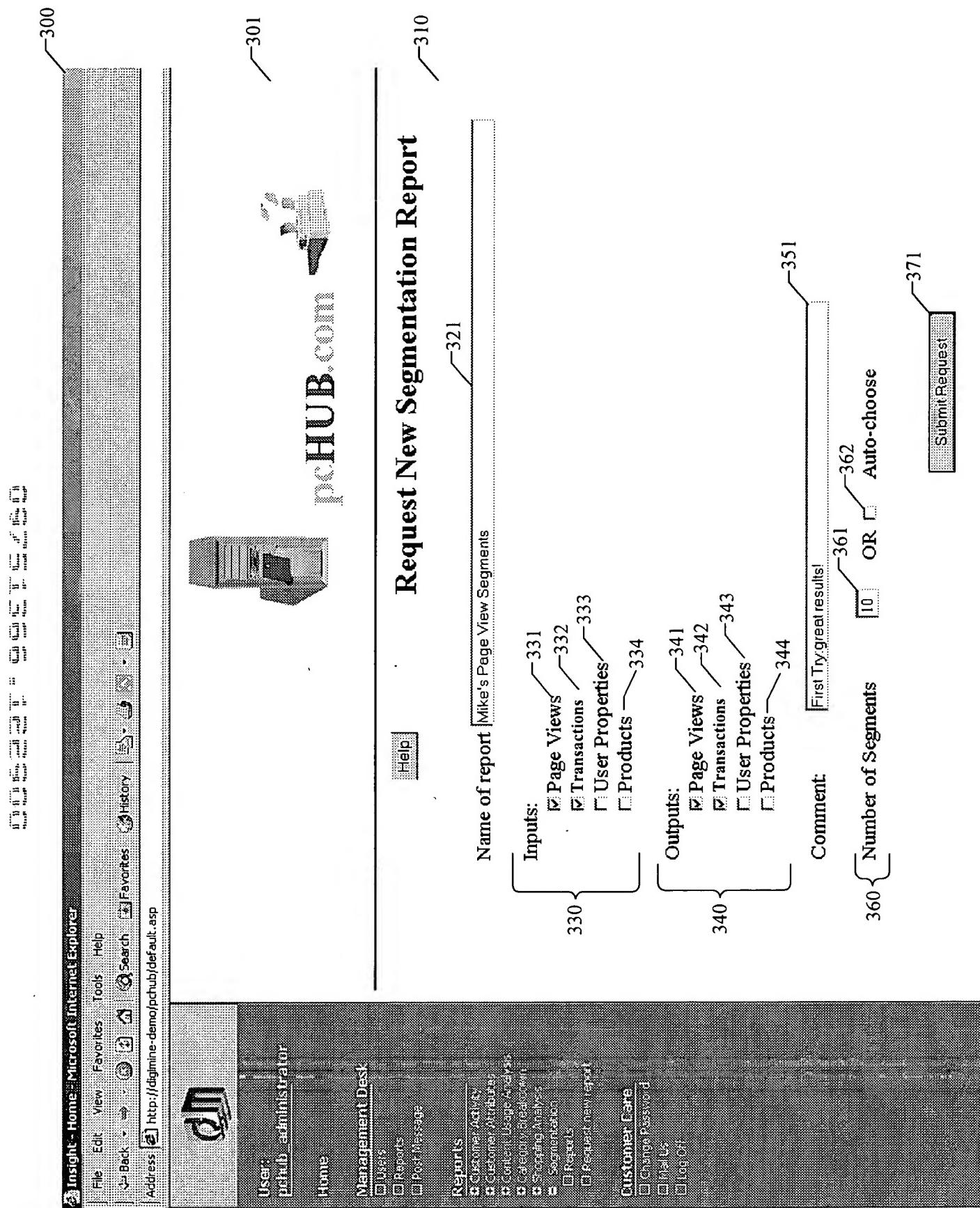


Fig. 3

Fig. 4A

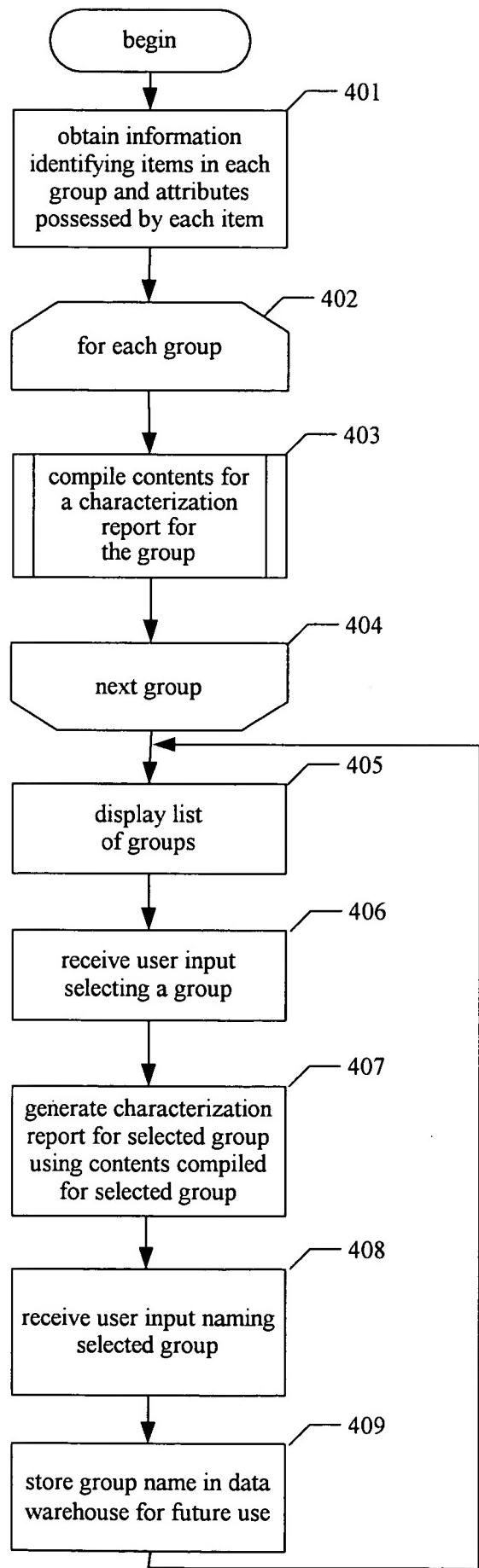
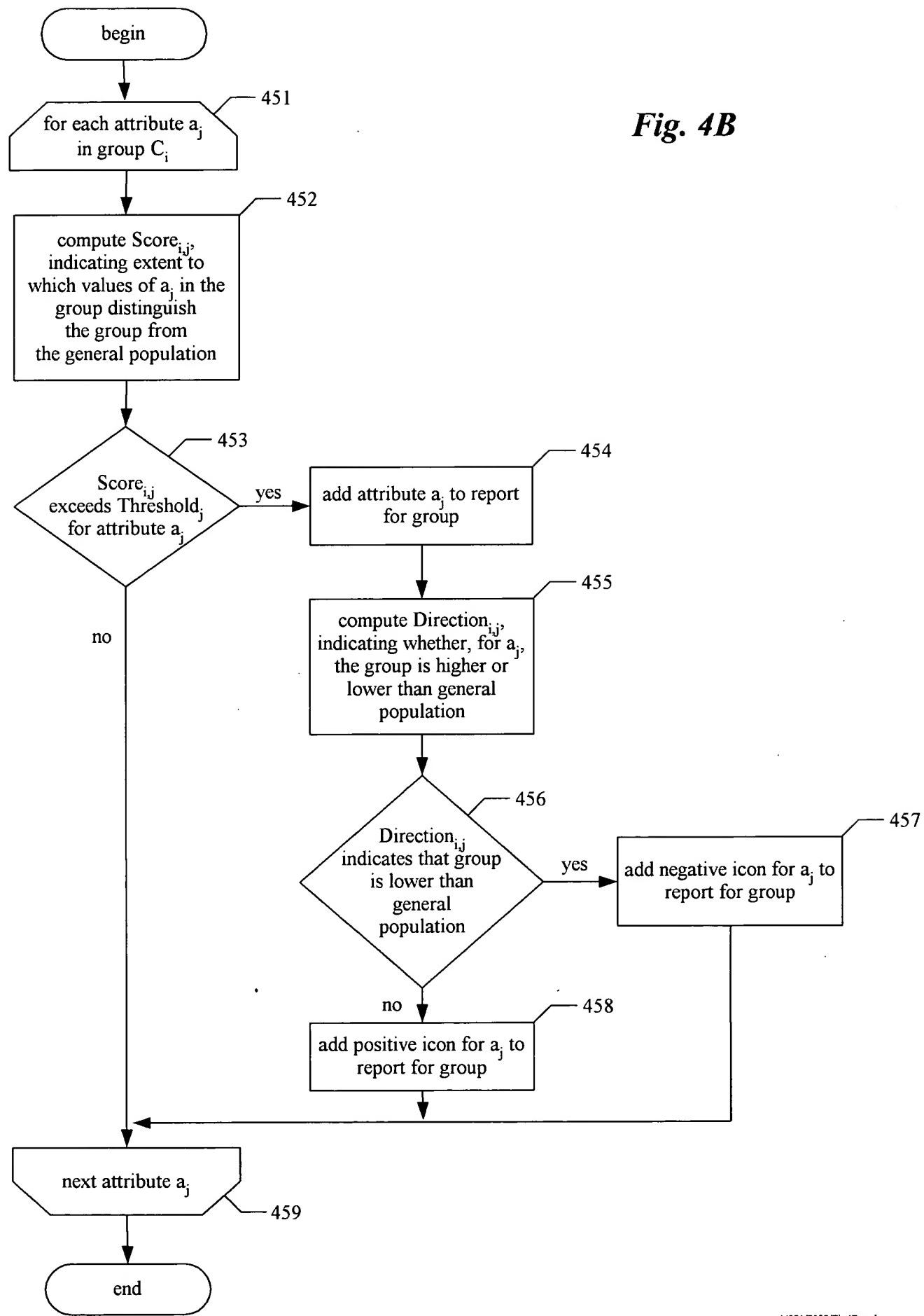


Fig. 4B



501 502 503 User Group Table 500

Group	User ID	User Attributes
⋮		
510	3	5
511	3	16
512	3	63
513	3	64
515	3	65
515	3	67
516	3	69
517	3	84
518	3	89
519	3	90
⋮		
520	4	6
521	4	7
522	4	26
523	4	44
524	4	46
525	4	52
526	4	55
⋮		

Fig. 5

Attributes
Table

Attribute	Threshold	Icon ID	Positive Icon Image	Negative Icon Image
ViewedHomePage	80	1		
CheckedOrderStatus	41	2		
PurchasedAnyProduct	50	3		
UsedCoupon	70	4		
ViewedAdventureGamePage	55	5		
PurchasedAdventureGame	55	6		
ViewedRacingGamePage	60	5		
Purchased Racing Game	60	6		
ViewedNetworkCardPage	72	5		
PurchasedNetworkCard	72	6		
ViewedHardDrivePage	71	5		
PurchasedHardDrive	68	6		

Fig. 6

A 2x2 contingency table illustrating cluster membership based on attribute a_j . The columns represent 'In C_i ' and 'Not in C_i '. The rows represent 'True' and 'False'. The table entries are labeled a , b , c , and d .

	Cluster Membership	
Attribute a_j	In C_i	Not in C_i
True	a	b
False	c	d

Annotations:

- 700: Points to the top-right corner of the table.
- 701: Points to the bottom-left corner of the table.
- 702: Points to the right edge of the table.
- 703: Points to the bottom edge of the 'In C_i ' column.
- 704: Points to the bottom edge of the 'Not in C_i ' column.

Fig. 7

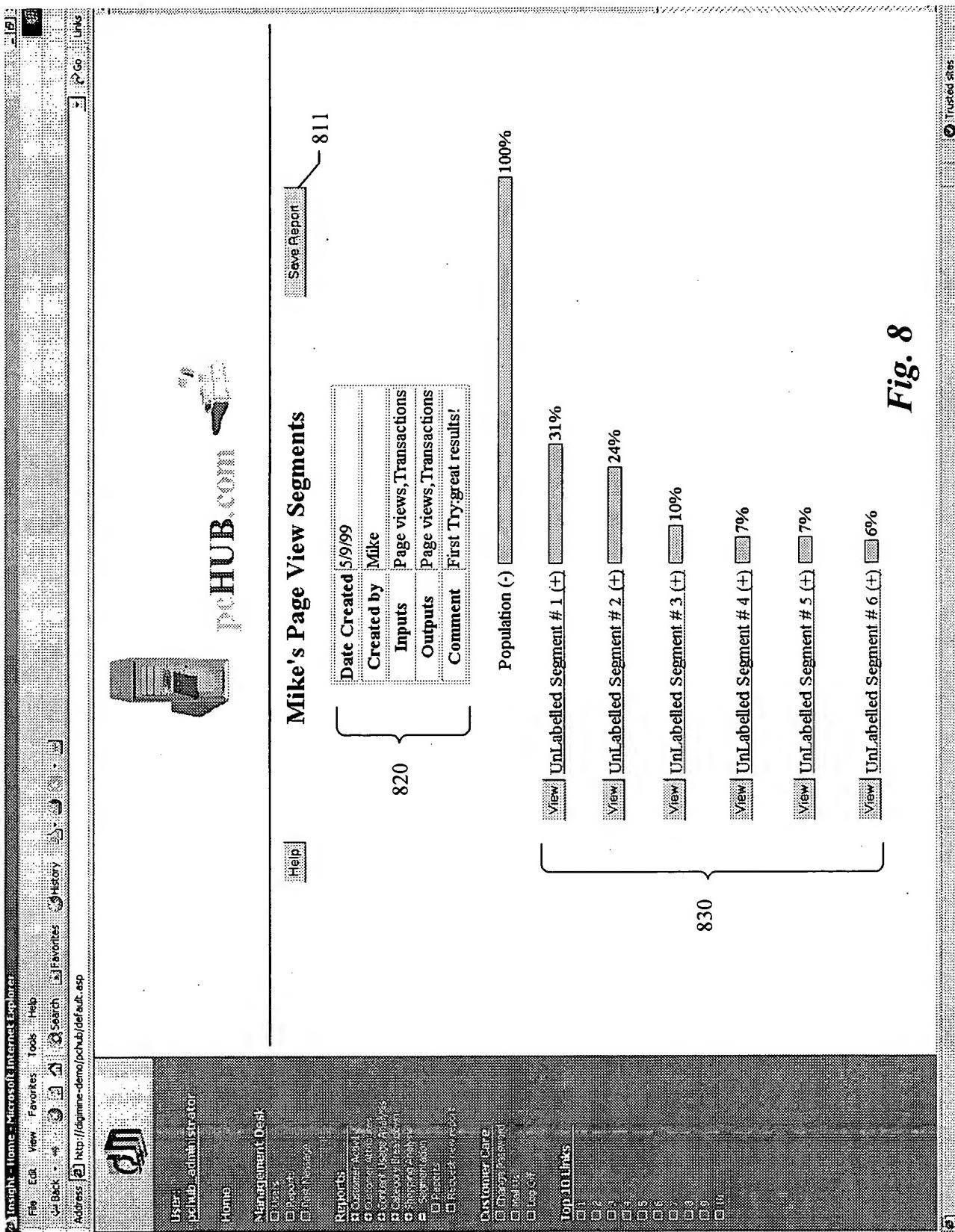


Fig. 8

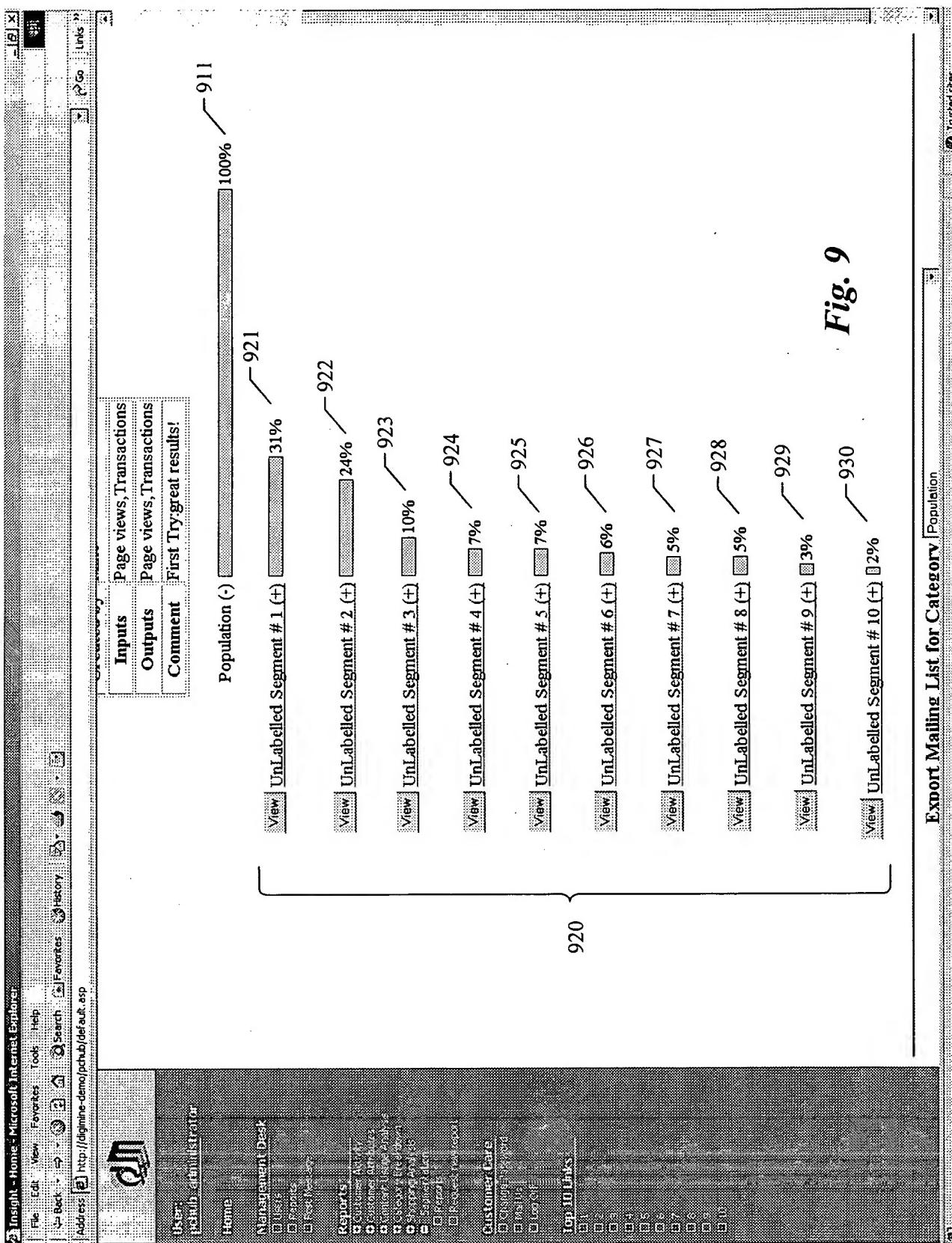


Fig. 9

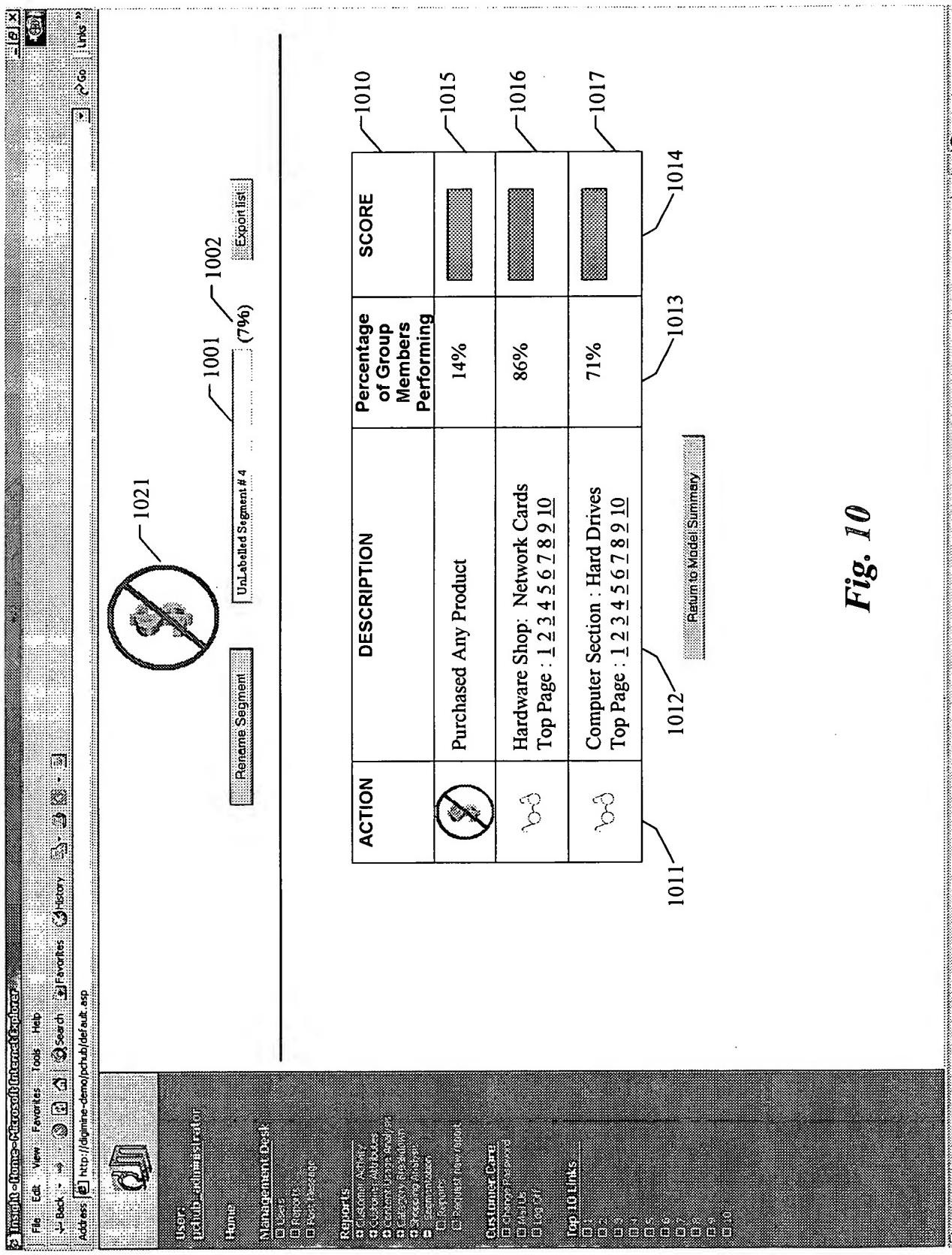


Fig. 10

The screenshot shows the homepage of the PCHub website. At the top, there's a navigation bar with links for Home, Microsoft Internet Explorer, File, Edit, View, Favorites, Tools, Help, Back, Forward, Stop, Refresh, History, and Address (http://dchub-demo/phub/default.asp). A user account section for 'administrator' is also present. The main content area features a large banner for 'Satisfaction Guaranteed' with a phone number (1-888-442-5327) and a link to 'Link'. Below this, there are several promotional sections: 'Usually Ships in 24-48 Hours @ Pre-Order @ Currently Backordered' (with a 'Quick Buy' button), '101 \$10/\$20 off now!' (with a 'Quick Buy' button), 'Top Products' (listing items like 'SmartOne 56K Modem', 'Netgear FA310TX Fast Ethernet PCI Adapter', 'Linksys EtherFast 10/100 PC Card', and '3Com Office Connect Hub 8/7/PM'), and 'MORE GREAT DEALS!' (listing items like 'Comswitch 3500 3-Port Phone/Fax Modem Line', 'Uniden 900 MHz Digital 2-Line Speakerphone', '3com Fast Ethernet XI PCI 10/100 TX NIC', 'SmartOne 56K Modem/Voice Mail - Speakerphone: Caller ID', and '3com Office Connect Hub TP4'). A sidebar on the left lists categories such as Accessories, Digital Cameras, DVD Movies, Hardware, Modems & Networking, PDA, Software, Storage Drives & Memory, and Training Tools. A 'Logout' link is located at the bottom of the sidebar.

Fig. 11

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1-888-442-5327

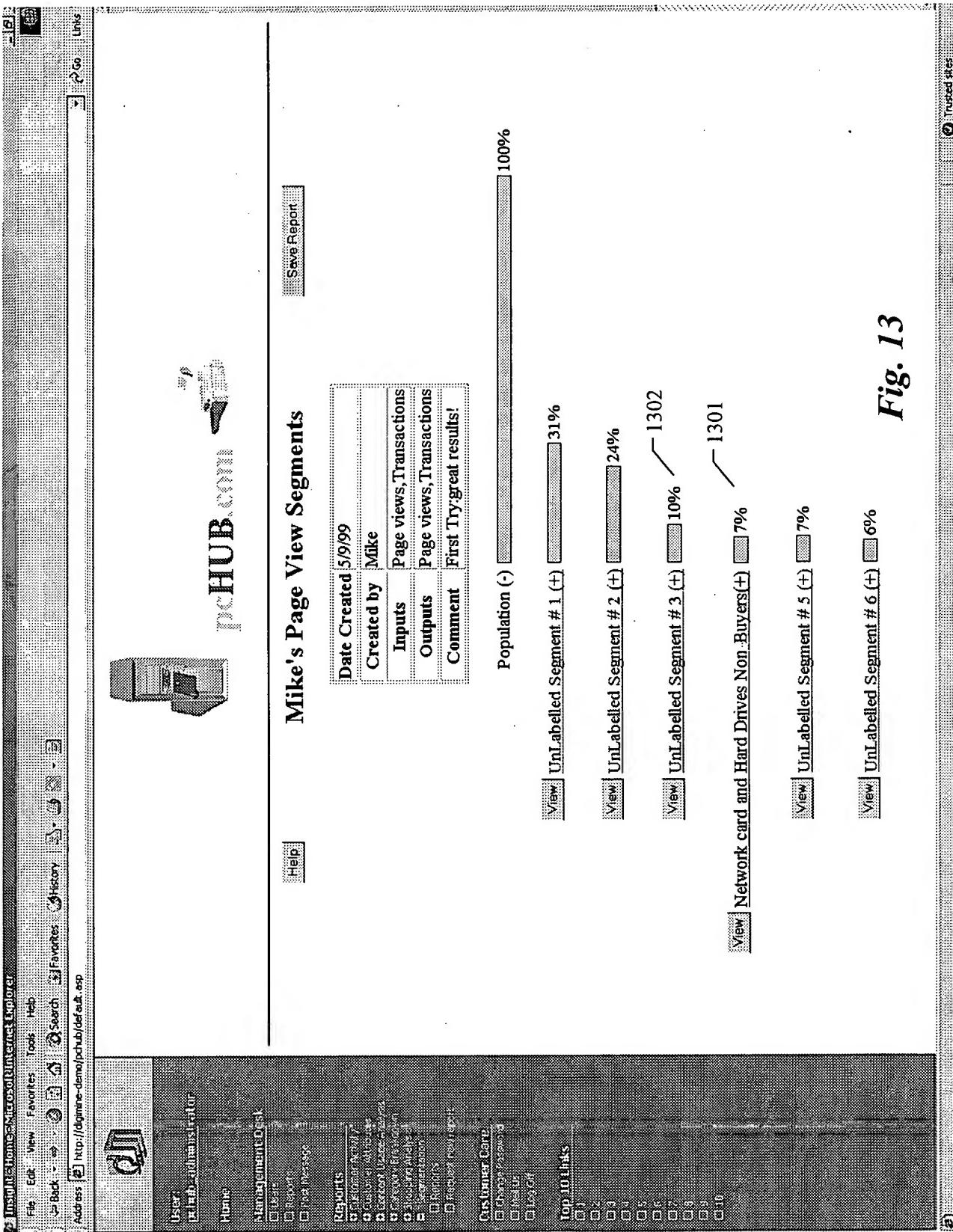
Fig. 12

The screenshot shows a Microsoft Internet Explorer window with the following details:

- Title Bar:** Insight Home - Microsoft Internet Explorer
- Menu Bar:** File, Edit, View, Favorites, Tools, Help
- Toolbar:** Back, Forward, Stop, Search, Favorites, History, Home
- Address Bar:** http://dgmine-demo/personal/default.asp
- Content Area:**
 - A large red circle with a diagonal slash is overlaid on the search results.
 - Search results for "Network card and Hard Drives NonBuyers (796)" are displayed.
 - Two items are highlighted with blue boxes and numbered 1201 and 1202.
 - Links include "Rename Segment" and "Export list".
 - On the right, there is a "Raw into Model Summary" button.
- Left Sidebar:**
 - User Profile: administrator
 - Management Desk
 - Reports
 - Forums
 - Customer Care
 - Top 10 Lists
- Bottom Status Bar:** © Trusted Site

Table Data:

Action	Description	Percentage of Group Members Performing	Score
	Purchased Any Product	14%	
	Hardware Shop: Network cards Top Page : 1 2 3 4 5 6 7 8 9 10	16%	
	Computer section : Hard Drives Top Page : 1 2 3 4 5 6 7 8 9 10	71%	



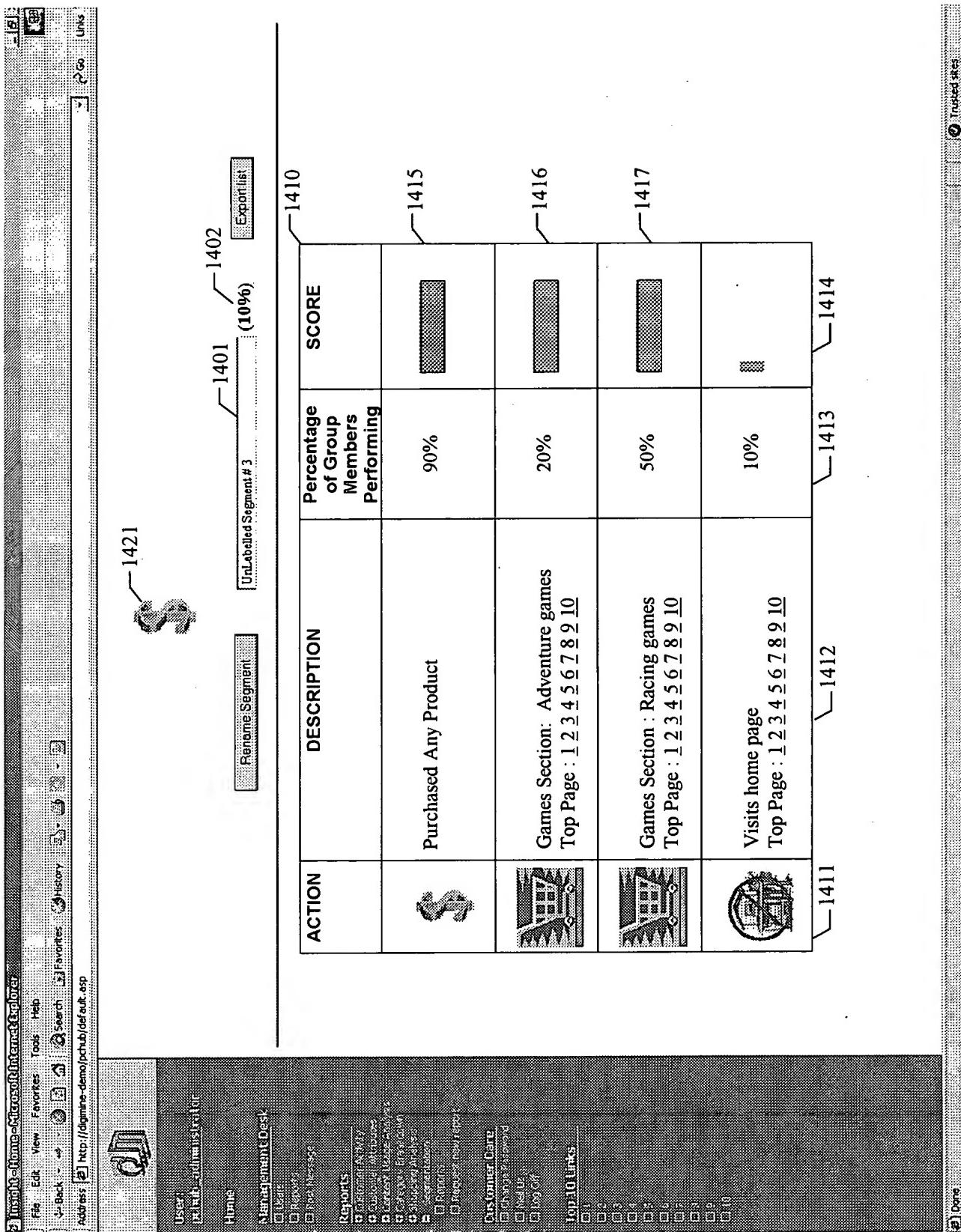


Fig. 14

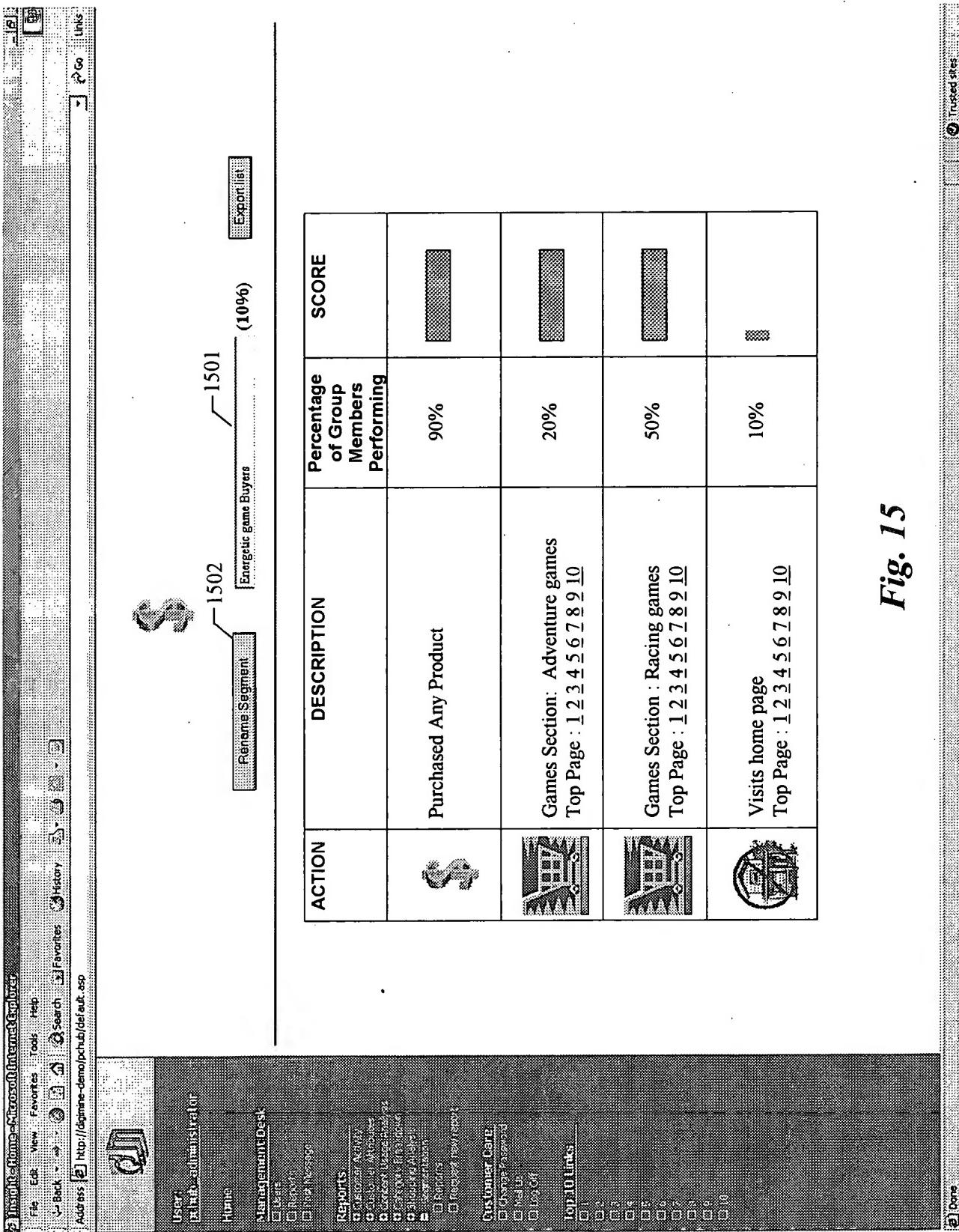


Fig. 15

Internet Explorer

File Edit View Favorites Tools Help

Back Search History

Address: Go

Management Desk

User: Help

Reports

- Sales Analysis
- Customer Analysis
- Product Analysis
- Order Analysis
- Profitability
- Revenue Analysis

Customer Data

- Demographic
- Purchase History
- Order History
- Product History
- Sales History

Top 10 Links

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)
- [Link 4](#)
- [Link 5](#)
- [Link 6](#)
- [Link 7](#)
- [Link 8](#)
- [Link 9](#)
- [Link 10](#)

Mike's Page View Segments

Date Created: 5/9/99

Created by:	Mike
Inputs:	Page views, Transactions
Outputs:	Page views, Transactions
Comment:	First try, great results!

Population (-)

[View](#) UnLabelled Segment # 1 (+)

[View](#) UnLabelled Segment # 2 (+)

[View](#) Energetic game Buyers (+)

[View](#) Network card and Hard Drives Non-Buyers (+)

[View](#) UnLabelled Segment # 5 (+)

[View](#) UnLabelled Segment # 6 (+)

Trusted sites

Fig. 16

